

# South Fremont / Warm Springs Strategy

Building Tomorrow's Employment-Focused Transit Oriented Development Today



850 Acres are Poised to Become a Major Mixed-Use Innovation Employment Center



In 2015, BART will Connect Fremont to the rest of Silicon Valley



An Established Center for Emerging Technology and Advanced Manufacturing



Combining World Class Design and a Quality Public Realm for a 21st Century Workplace

# ► THE OPPORTUNITY

Fremont, in its ideal Silicon Valley location, is the 4th largest City in the Bay Area and 15th largest in California. Home to a vast industrial area that sits on the edge of arguably the most innovative region in the world, Fremont is poised to become a vital zone for 21st century American industrial production.

The City has completed a Jobs Recovery Strategy, funded by the U.S. Economic Development Administration, which addresses the reuse and revitalization of 850 acres in South Fremont/Warm Springs, following the New United Motor Manufacturing, Inc. (NUMMI) automobile plant closure in 2010.

This area is critically important to the City and the region and represents a unique convergence of forces. Electric car manufacturer, Tesla Motors now anchors this district in the former NUMMI plant. There is also an

# Warm Springs Compares Well to Emerging High Tech Employment Centers

Approximate same-scale comparison of districts



Warm Springs Study Area

abundance of industrial space and vacant land, including 160 acres owned by Union Pacific Railroad (UPRR) that is currently being marketed to significant employment users. In late 2015, a new BART station will open within walking distance of Tesla Motors and the UPRR property. The City and the region are heavily invested in ensuring the area is developed strategically and takes advantage of the huge public support and regional access provided by the new BART station.



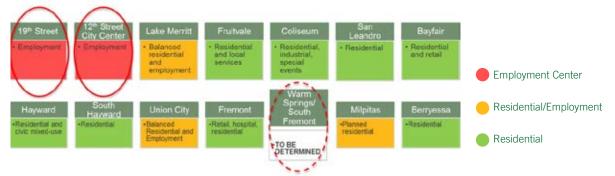
### **BART Extension Creates Employment Opportunity**

- The BART system serves the San Francisco Bay Area with 111 miles of track linking five counties and 44 stations (including the end of the line station in central Fremont)
- BART expansion is in progress with two future stations planned in Fremont Warm Springs (opening 2015) and Irvington (opening TBD)
- By 2018 BART will extend 10 miles further south to San Jose, providing access to the South Fremont/Warm Springs area from both the north and the rest of Silicon Valley to the south

"The regional significance of the Warm Springs/South Fremont Station cannot be over-emphasized, since it will connect the greater metropolitan Bay Area with the Silicon Valley by fast, convenient rail transit. We look forward to seeing the creation of regional employment centers in Warm Springs as well as the increased system ridership that will result from opening service at this new station."

— **Thomas Blalock,** Director (Distirct 6), BART

## **BART Station Profiles from Oakland to San Jose**



### **▶** JOBS/EMPLOYMENT

Fremont is expected to grow significantly with a 48% increase in demand for jobs by 2035. Fremont's future growth will be focused near transit in four Priority Development Areas in an effort to reduce automobile dependence and bring together a mix of uses to develop a more sustainable, strategically urban, modern city. Fremont is uniquely positioned to accommodate jobs growth for the Silicon Valley and the Bay Area region. This in an opportune time to ensure the infrastructure and public transportation connections are in place to meet this regional need.

### Jobs Distribution: Region, Alameda County, Fremont

Area	2010 Jobs	2035 Jobs	2010-2035 Growth Rate
Region	3,271,300	4,493,300	37%
Fremont	86,839	128,484	48%

**ULI Vision for Warm Springs** 

### ► SOUTH FREMONT/ WARM SPRINGS STRATEGY

# EMPLOYMENT FOCUSED TRANSIT ORIENTED DEVELOPMENT (TOD)

The E.D.A. studies included three Land Use Alternatives ranging in intensity, and focused on high wage, skilled jobs.

- Total number of jobs projected: 9,700 12,300
- Total number of residential units proposed:
   0 3,900

In June, the Urban Land Institute (ULI) conducted an Advisory Services Panel in Fremont to help advance implementation of the Warm Springs strategy. The ULI Panel was comprised of a full spectrum of public and private sector land use/real estate development disciplines. The ULI analysis contains valuable recommendations for creating a 21st century workplace, including phasing, urban design guidelines, critical public improvements and associated costs. To view the Final Report, visit www.fremont.gov/WarmSprings

# Square Springs Blvd Innovation a Plazz Hut.

### **▶ NEXT STEPS**

- Seek opportunities to develop the necessary infrastructure, including an iconic pedestrian bridge and other public realm enhancements, to spur development of innovative employment uses in Warm Springs as the economy and real estate market improve
- Implement Fremont's Advanced and Sustainable Technology Strategy (FAST) by creating a supportive environment for industries such as clean technology and biotechnology
- Leverage the presence of Tesla as a showcase for advanced manufacturing and electric vehicle technology to attract other similar businesses to Fremont and to the United States
- Pursue partnership opportunities with key land owners to ensure that development of these properties maximizes the potential for a 21st century workplace
- Cluster employment uses close to the Warm Springs BART station and leverage this TOD as the only Silicon Valley station currently connected to a major jobs center

"Union Pacific is
pleased with our ongoing
cooperation with the
City of Fremont and
understand that the Warm
Springs property can play
a strategic role in the
broader development of
the area."

—Tony Love
Assistant Vice
President-Real Estate
Union Pacific Railroad

